

With **UNITED ARTISTS**



AROUND THE WORLD

KEEPING SALES OFFICES ALL OVER THE WORLD IN TOUCH WITH UNITED ARTISTS ACTIVITIES

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WHAT PRICE GOOD WILL?

United Artists' tremendous prestige throughout the world is directly traceable to the good will it enjoys.

Every United Artists representative should understand the vital importance of constantly promoting, maintaining and strengthening friendly relations with exhibitors, picture-goers, communities and even governments. Common sense counsels it; good business demands it. All business, as a matter of fact, is based on mutual understanding, mutual respect, mutual faith.

During the past few months, our company made an important gain in international good will. I refer to our contract with British and Dominions Film Corporation, which helped cement the bonds of friendship between United Artists and the British film industry.

That good will has a definite dollars-and-cents value was strikingly illustrated by a newspaper merger effected in New York City a few years back.

The "New York Telegram" bought the "New York World" for a price reliably reported to be \$5,000,000.

Five million dollars - for what?

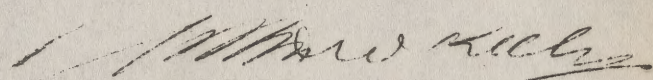
For the "World" building?.....plants?.....machinery?.....newsprint?

No! Not one stick of furniture, not one scrap of paper, not one solitary brick or single piece of steel - none of the tangible assets - nothing of the physical "World" - was included in the purchase price.

Then what did the shrewd, hard-headed business men, who manage the "Telegram," get for their five million dollars?

They got the intangible assets - the invisible "World" - the name value and good will, the prestige and reputation that the "World" had built up over a period of forty-eight years with its crusading idealism and progressive liberalism.

Remember that if you are ever asked: what price good will? And remember also that the good name of United Artists is our most precious asset. So guard it jealously!


Arthur W. Kelly
Vice-President & Treasurer

"RAIN" WRECKING RECORDS

"Rain" shattered all records in the history of the United Artists Theatre, Chicago, for its opening day, according to word received at the Home Office. Crowds stormed the theatre from the opening hour, and three times during the day there were hold-outs on the sidewalks. The result was that the day's intake was more than \$400 higher than any other opening day in the history of the house.

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BRITISH PHOTOPLAY EDITION OF "RAIN"

The powers of persuasion possessed by Robb Lawson, U.A.'s indefatigable publicity ace in London, must indeed be great, for he has succeeded in inducing the British book publisher, William Heinemann, to issue a special photoplay edition of "Rain," similar to the Grosset & Dunlap edition published in the United States.

This book tieup offers a splendid opportunity to capitalize on the tremendous popularity enjoyed by the British author, W. Somerset Maugham, as well as the story itself. Not only Great Britain, but Australia and New Zealand, China, Japan, India, and other parts of the European continent where English is spoken, can all cash in on this book tieup.

The book will be ready some time in November. Write to Robb Lawson for sample copies and tieup ad material for window displays.

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"NICE" SHOWMANSHIP!

Some time ago a daily newspaper in Nice, France, contained the following advertisement:

Millionaire, young, good looking, wishes to meet, with a view to marriage, a girl like the heroine in M -'s novel.

Within twenty-four hours, the novel mentioned was sold out!

Now let's see which one of our alert publicity and exploitation men will be the first to adapt the idea to some United Artists picture. We guarantee it will sell a lot of seats.

"CYNARA" IS PERMANENT TITLE

A last and final change is to be made in the title of Samuel Goldwyn's picturization of the international stage success, "Cynara," directed by King Vidor with Ronald Colman and Kay Francis in the leading roles. It will be known as "Cynara." Mr. Goldwyn abandoned "I Have Been Faithful..." because studio workers, the press and the trade kept referring to the picture as "Cynara." The title had its origin in the poem of Ernest Dowson, "I have been faithful to thee, Cynara, in my fashion."

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WHAT! NO MILESTONE?

For the first time since he started directing pictures, Lewis Milestone's face does not appear in one of his own productions, it was discovered at the Rivoli Theatre, New York, by an observant fan who sat through "Rain" twice to make sure that he was right. Milestone has made it a habit to play a bit in each of his pictures, more as a matter of luck than anything else. He did it in "Two Arabian Knights," "The Racket," "All Quiet on the Western Front" and "The Front Page," and he also did it in one or two Howard Hughes films, particularly "Cock of the Air." He had intended to continue the practice in "Rain," having chosen one of the Marine parts, but at the last minute an actor badly in need of work turned up, so Milestone put him to work and stepped aside himself. But the funny part of the thing is that no one noticed the absence until a fan pointed it out at the Rivoli.

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SHIPS!

A lad at public school was asked to give as briefly as possible the reasons for the defeat of the Spanish Armada in the days of Queen Elizabeth. He gave his answer in fourteen words. He wrote: "The defeat was caused by the Spaniards' lack of three ships - seamanship, marksmanship and leadership."

Thus may we explain the preeminence of the United Artists organization. Its strength lies in the four ships - leadership, craftsmanship, salesmanship and showmanship. Incidentally, the harmony that prevails throughout our far-flung Foreign Legion is due to a fifth ship - good fellowship.

Boy Scout Head Endorses

"MR. ROBINSON CRUSOE"

James E. West, Chief Executive of the Boy Scouts of America, has given the unqualified endorsement of the Scouts organization to "Mr. Robinson Crusoe." Mr. West not only wrote Douglas Fairbanks a congratulatory letter in which he said, "In this picture you have captured again for the screen all the charm of the old Fairbanks films," but he also called the attention of all Scout executives throughout the country to the production in the following letter:

Dear Scout Executive:-

With several members of the National Staff it was my recent pleasure to see the new Douglas Fairbanks film, "Mr. Robinson Crusoe." I was so pleased by it and so amused by the various scenes as they appeared that I have taken an early opportunity to write Mr. Fairbanks to express my pleasure.

As I said to him, I am sure that this is a picture all boys will wish to see. They will be intensely interested, just as everyone is who sees the picture, in the story of handicraft which the picture portrays and the great ingenuity of the hero in devising "gadgets" to meet the requirements of his daily life on the South Sea Island to which he has repaired -- without even a tooth brush.

I can commend the picture to you, and to the Scouts and Scouters in your area. You will be interested, and so will the Scouts, in knowing that Mr. Fairbanks, in the film, attributes his ingenious success in living "on his own" to training as a Boy Scout and to his reading of Dan Beard's Outdoor Handy Book.

Sincerely and cordially yours,
BOY SCOUTS OF AMERICA

James E. West
Chief Scout Executive

If there is a Boy Scout organization in your territory, the above letter will enable you to get the endorsement of the local Scout executives.

PUTTING 'EM OVER!

Here are some of the merchandising stunts used in the United States to exploit the new United Artists pictures.

"Mr. Robinson Crusoe"

In Huntington, a special tabloid newspaper was prepared on the Fairbanks film, with the exception of the headline, which was devoted to news of the World Series baseball game. Five minutes after the flash came through that the Yankees had won, a crowd of newsboys were distributing the tabloids with a big headline, "Yankees Win." It scooped the regular Huntington papers by fifteen minutes.

In Boston, a large department store devoted an entire window to a display on the film. A special oil painting of Douglas Fairbanks measuring 40" x 60" provided a striking background for a replica of the radio used by Doug in the picture. This radio set built with dial knobs of cocoanut shells and a sea shell for a loudspeaker, and other home-made gadgets attracted steady crowds from morning till night.

In Washington, 17 turtles were placed in a florist's window along with an attractive cut-out advertising the theatre and picture. Each turtle carried on his back one letter of "Mr. Robinson Crusoe." A sign read: "If you catch the turtles lined up in formation with the letters painted on their backs spelling out "Mr. Robinson Crusoe" in correct order, you can walk in and get a guest ticket for the picture free." People waited for hours, watching the window as the turtles manoeuvred in crazy fashion. Often the formation was only one or two letters out of the way. The theatre not only benefited by the stunt, but the grocery store alongside the florist shop sold more turtle soup than ever in its history.

In New York, the Boy Scouts entered into a shelter-building competition, based on the adventures of Robinson Crusoe, the idea being for each contestant to indicate how he would work out his destiny if cast away on a desert island as Robinson Crusoe was. Prizes given by Fairbanks and the Rivoli Theatre consisted of a patrol mess kit, an outdoor cooking outfit and tickets to see the picture.

"Rain"

In Milwaukee, one of the important newspapers ran a special contest, publishing every day for several days a photo of Joan Crawford in a rôle taken from one of her older pictures, with the final day devoted to a photo from "Rain." Prizes were awarded to those guessing correctly the names of all the pictures.

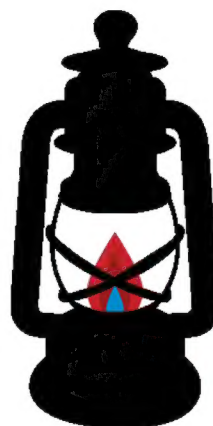
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